



2014-2020 Operational
Programme for the
European Union Funds
Investments in Lithuania

Information about the project

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| Project promoter | Public institution "Keliauk Lietuvoje" |
| Project name | The promotion of natural and cultural heritage objects (resources) of Lithuania to Lithuanian and foreign markets |
| Project No | 05.4.1-LVPA-V-812-03-0001 |
| Operational programme | Operational Programme for the European Union Funds' Investments in 2014-2020 |
| Priority | Priority Axis 5: Environment, sustainable use of natural resources and adaptation to climate change |
| Goal | To promote responsible domestic and inbound tourism, enhance relevance, number of visits, visibility of cultural and natural heritage objects (resources) in Lithuania and the public awareness on the surrounding environment by marketing these objects (resources) and national tourism trails, routes, cultural routes in Lithuanian and foreign inbound tourism markets. |
| Measure | No 05.4.1LVPAV812 "Marketing of national tourism trails, routes and products and the development of tourism marking infrastructure" |
| Project funds | 1.268.162,20 Eur The project is funded by the European Regional Development Fund and the state budget of the Republic of Lithuania |
| The beginning of the project implementation | 18/06/2020 |
| The end of the project implementation | 30/06/2022 |

A short description of the project.

The project aims to promote responsible tourism and inbound tourism, enhance relevance, number of visits and visibility of cultural and natural heritage objects (resources) in Lithuania and the public awareness on the surrounding environment by marketing these objects (resources) and national tourism trails, routes, cultural routes in Lithuanian and foreign inbound tourism markets.

Activities, implemented in the project:

1. The implementation of optional tourism marketing measures in prioritized inbound tourism markets,
2. The organization of the participation in an international tourism exhibition in Israel,
3. The organization of sightseeing tours in Lithuania for media representatives and tourism specialists from Lithuania and other prioritized foreign inbound tourism markets,
4. The implementation of promotional campaigns in inbound tourism markets,
5. The implementation of communication in foreign markets,
6. Tourism market research services in Germany and the United Kingdom.

The project will see the achievement of 25 marketing measures in prioritized markets, the implementation of sightseeing tours for media representatives and tourism specialists of no less than 94 Lithuanian and foreign markets, the participation in the international IMTM

tourism exhibition in Israel, the implementation of 19 promotional campaigns, the attainment of 4 communication indicators and the realization of studies in the markets of Germany and the United Kingdom.

The goal and the activities of the project are in line with objective 5.4.1 "Enhance relevance, number of visits and visibility of cultural and natural heritage objects, including public awareness on the surrounding environment" of the priority axis 5 "Environment, sustainable use of natural resources and adaptation to climate change" of the Operational Programme for the European Union Funds' Investments in 2014-2020, the goal of measure No 05.4.1-LVPA-V-812 "Marketing of national tourism trails, routes and products and the development of tourism marking infrastructure" – to enhance the number of visits and visibility of cultural and natural heritage objects.